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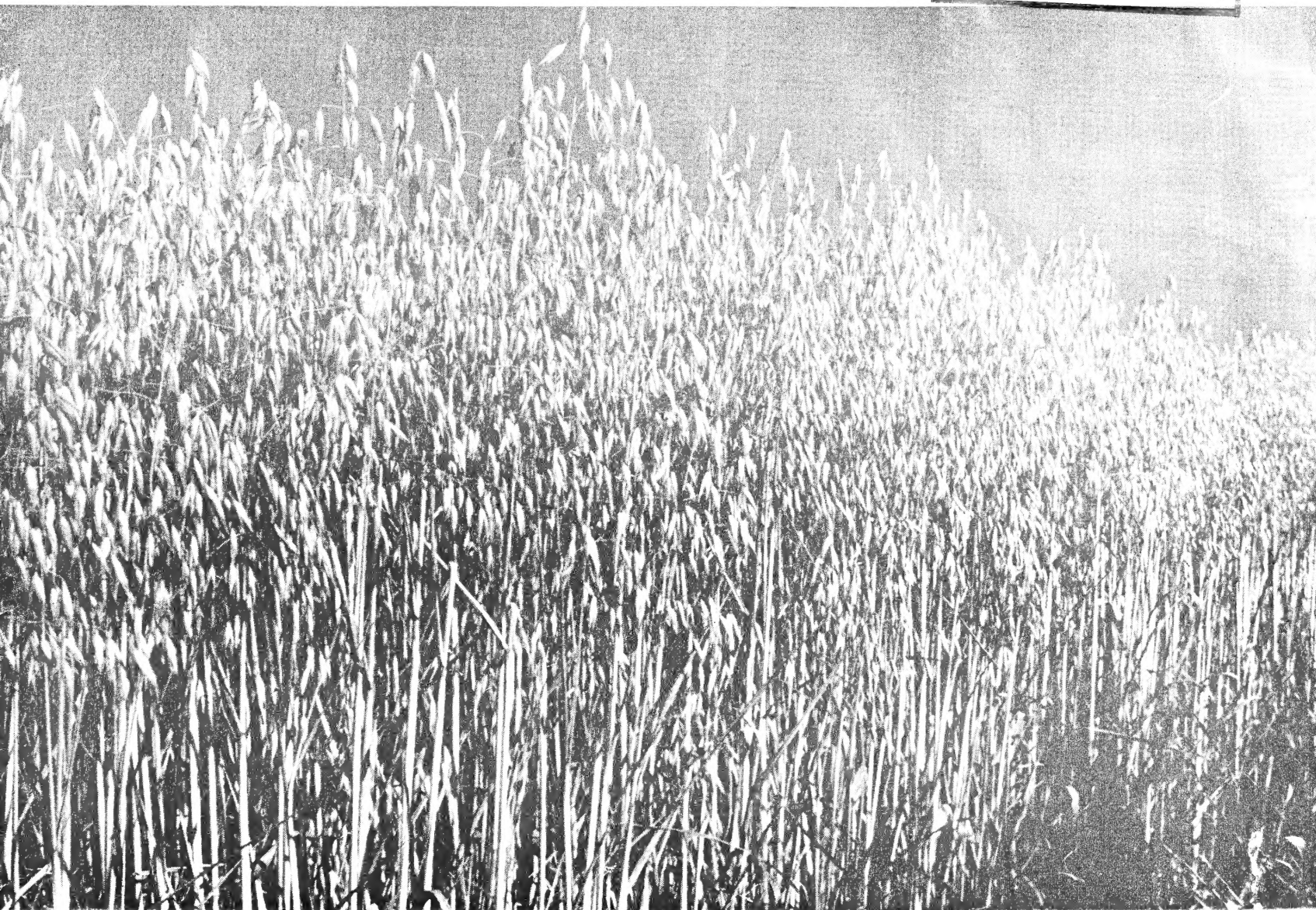


1950 SEASON

# COKER'S PEDIGREED FALL GRAINS

1950 BREEDER'S REGISTERED SEED

BELOW: FIELD OF COKER'S VICTORGRAIN 48-93 OATS.



## COKER'S PEDIGREED SEED COMPANY

Hartsville

**COKER'S  
PEDIGREED  
SEED**  
BLOOD  
WILL TELL

South Carolina

*The South's Foremost Seed Breeders*



# Coker's Pedigreed RUST RESISTANT FULGRAIN OATS

1950 BREEDER'S REGISTERED SEED

The past few years have been, in many respects, most unusual, in that conditions have been favorable for the outbreak of several important diseases threatening the oat crop. Observations and performance data on many different varieties give a sound foundation for evaluating these varieties on the basis of ability to produce. While one disease may be more prevalent in one season, a different type of disease may be more important in another year.

## CROWN RUST MOST IMPORTANT OAT DISEASE

Thus, although Victoria Blight caused considerable alarm three years ago, the following year saw the worst rust epidemic that has occurred in the memory of most of us. While 1950 was not such a severe rust year, leaf or crown rust is, by all odds, the most important oat disease. Just as the principal types of disease shift in importance from year to year, the individual races or strains of the diseases also vary in prevalence.

Race 45 of crown rust is a case in point. Only a few years ago it was a rare strain of rust, found at only a very few scattered locations in the U. S. Today, according to U.S.D.A. cereal pathologists, this race is by far the predominating race in the country.

Good judgment would indicate that we should stick to a variety of oats that possess a high degree of resistance to this most prevalent and virulent strain of a disease which so seriously affects oat production in the South.

## EXCELLENT RUST RESISTANCE

Our 1950 Breeder's Registered Seed of Fulgrain oats has high rust resistance, and in addition, is also resistant to all known races of smut in the South. Even though it is not particularly resistant to Victoria Blight (*Helminthosporium Victoriae*), it is unquestionably more tolerant than some other varieties. The past two years have brought practically no damage from blight, and yields of Fulgrain have been excellent.

## A COMBINE OAT

Fulgrain is early, productive, stiff-strawed, uniform, and has the finest kernel type of any southern oat—practically free of awns. Although Fulgrain has sufficient cold resistance to withstand any normal winter, it is particularly adapted to the Coastal Plain and lower Piedmont areas.

## DESCRIPTION

**PLANT:** Semi-erect habit with wide, dark green blades. Cold resistant, profuse tillering, grows to medium height.

**RUST RESISTANCE:** Highly resistant to crown or leaf rust; produced a good crop while susceptible varieties were completely destroyed.

**SMUT RESISTANCE:** Resistant to all prevalent races of smut.

**SEASON:** 10 to 12 days earlier than Appler.

**HEADS:** Long, well balanced, heavily fruited.

**STRAW:** Very stiff and storm resistant. Ideal combine type.

**GRAINS:** Attractive, bright, resisting weatherstain; plump, well filled berry; low per cent hull, high feeding value. Occasionally bears a few awns.

**PRODUCTION:** One of the safest, most productive varieties we have ever bred or tested.

**VICTORIA BLIGHT:** Although not resistant, our 1950 strain of Fulgrain has considerable tolerance to this disease.

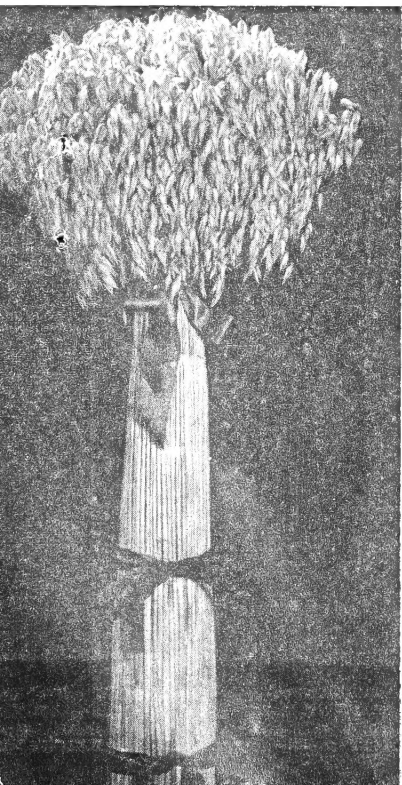
**PRICES:** 1 to 16 bushels, \$5.00 per bu.; 16 to 48 bushels, \$4.75 per bu.; 48 bushels and up, \$4.50 per bu.

F.O.B. Hartsville, S. C., and Memphis, Tenn.

These Oats Treated With New Improved Ceresan.

[2]

Bottom left: Display bundle of Coker's Fulgrain oats. Bottom right: Harvesting seed field of Breeder's Registered Fulgrain oats with twelve-foot self-propelled combine. Right hand page: Our 1950 Breeder's Registered Fulgrain oat is our most uniform, highest yielding strain of this variety. Note profuse tillering, sturdy, erect straw, and heavily fruited, well balanced heads.









## *Coker's Pedigreed*

# VICTORGRAIN 48-93 OATS

### 1950 BREEDER'S REGISTERED SEED

Coker's Victorgrain, first distributed in 1940, has, in the ten intervening years, gained steadily in popularity with growers. A principal reason for its continuing acceptance is to be found in our continuous system of improvement by selection—a system involving the testing of literally thousands of reselections each year. By frequent and critical examination of numerous progenies, we have been able to quickly detect the lines showing superiority.

#### BREEDING HISTORY

Thus, although we grew over 10,000 oat head selections in individual progeny rows in 1945-46, only one particular selection of the Victorgrain group has survived our rigorous tests. The favored selection, originating as H.R. 1568 in 1945-46, has now been increased and tested for three years. In all comparisons, this line (Victorgrain 48-93) has evidenced definite superiority over all competing strains.

#### HIGHER TOLERANCE TO VICTORIA BLIGHT

Victorgrain 48-93 differs from the original variety in several characteristics. It is slightly taller, slightly later, and has a somewhat larger kernel. But, more importantly, it is generally more vigorous and productive, and has shown a much higher tolerance to Victoria Blight. This latter feature, no doubt, accounts in great measure for its general superiority in yield trials.

#### PRODUCTION RECORD

Victorgrain 48-93 led a yield test of 24 oat varieties grown at 4 Experiment Stations (State College, Stoneville, Holly Springs, Newton) in Mississippi last year with an average yield of 58.4 bushels per acre. The best Red Rustproof strain in these tests averaged but 47.7 bushels.

In the Official Variety Tests in North Carolina, Victorgrain 48-93 was included in trials at 3 locations (Monroe, Whitakers, Raeford). Of 36 varieties tested, Victorgrain 48-93 ranked second, with an average yield of 86.0 bushels per acre.

Victorgrain 48-93 is fully as cold resistant as the parent variety, hence should be especially well adapted to both the lower and upper Piedmont section.

#### DESCRIPTION

**PLANT:** Semi-procumbent—profuse tillering. Cold resistant. Grows about 2 inches taller than the original Victorgrain.

**SMUT RESISTANCE:** Resistant to most races, susceptible to one race.

**RUST RESISTANCE:** Highly resistant to crown rust.

**BLIGHT RESISTANCE:** Significantly more tolerant than previous strains.

**SEASON:** Two days later than standard Victorgrain.

**HEADS:** Long and well balanced.

**STRAW:** Very stiff, storm resistant. Ideal for combining

**GRAINS:** Larger than in strains previously grown. Attractive, bright, resisting weather stain. Plump, well filled groat, high feed value.

**PRODUCTION:** Better than any variety which we have bred or tested.

**UNIFORMITY:** The most uniform variety that we have ever released.

**PRICES:** 1 to 16 bushels, \$5.00 per bu.; 16 to 48 bushels, \$4.75 per bu.; 48 bushels and up, \$4.50 per bu.

F.O.B. Hartsville, S. C., and Memphis, Tenn.

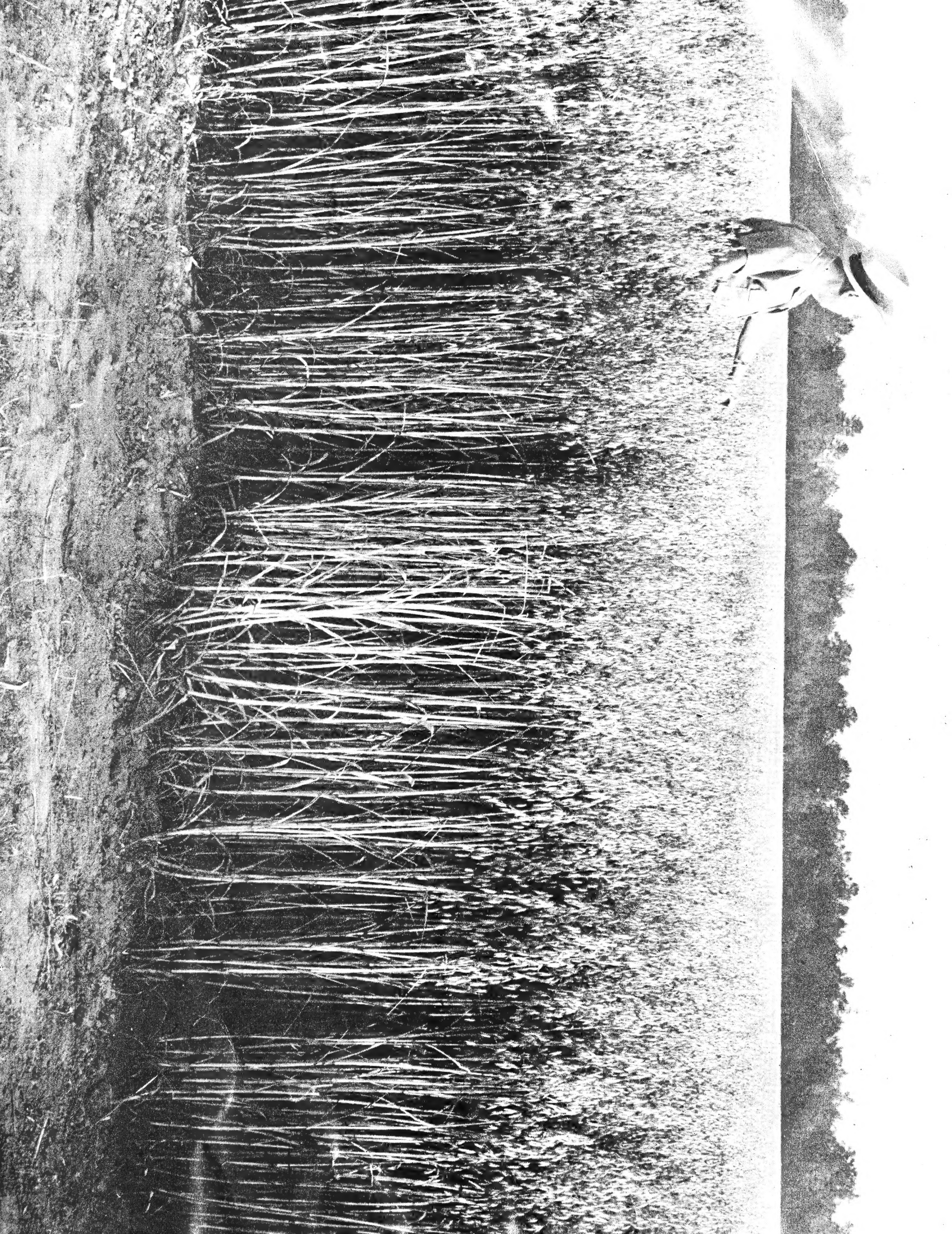
These Oats Treated With New Improved Ceresan.

[4]

Below: Because of its stiff straw and high resistance to leaf rust, Victorgrain 48-93 stands for the harvest after our old Fulgrain (Strain 3) and Fulghum have gone down. On right: Our new Victorgrain 48-93 has the best yield record of any variety we have bred or tested. This 1950 seed increase field shows why.











# *Coker's Pedigreed*

## COKER

### 47-27 WHEAT

#### 1950 BREEDER'S REGISTERED SEED

Coker 47-27 wheat, being offered this year for the first time, is a new variety that shows considerable promise for the southeastern wheat section. It is a vigorous, productive wheat maturing about the same time as Hardired. Although it grows slightly taller than Hardired it stands for harvest much better, owing to stiffer straw.

#### BREEDING HISTORY

Coker 47-27 is derived by selection in our breeding plots from a cross between Fronteira and Hardired made by Dr. Wilds in 1939. Fronteira, a South American variety of spring wheat, carries excellent resistance to leaf rust and to many races of stem rust. In Coker 47-27, resistance to most races of these diseases is combined with some degree of the winter hardiness of Hardired. Observations indicate that the mildew reaction of Coker 47-27 is considerably better than that of Hardired, although it is not outstanding in resistance.

#### PRODUCTIVE RECORD

In a Cooperative Uniform Variety Test of 18 varieties and experimental lines conducted at 21 southern stations last year, Coker 47-27 produced an average yield of 23.6 bushels per acre. The only commercially available variety outranking Coker 47-27 produced 24.5 bushels per acre in average yield. Coker 47-27 led the 1949 Official Variety Tests at Blacksburg and Staunton, Virginia, with yields at the two locations of 38.7 and 29.8 bushels, respectively.

#### RANGE OF ADAPTATION

Coker 47-27 is not as cold resistant as Hardired, but is more hardy than either Redhart or Coastal. Test data indicate that Coker 47-27 should be well adapted over the southern wheat region from the Coastal Plain to the uplands of the Piedmont section. It is not sufficiently hardy for sowing at the higher elevations of the Piedmont and Mountain areas where winters are severe. Coker 47-27, heading ten days later than Redhart, is less likely to encounter damage from early spring frosts. The variety ripens about two days later than Hardired.

#### DESCRIPTION

**PLANT:** Semi-winter habit; good stooling; leafy, vigorous early growth; slightly taller than Redhart.

**STRAW:** Yellow, stiff, storm resistant.

**HEADS:** Erect, square, broad to the tip, with fully filled mesh and closely fitting straw-colored glumes.

**YIELD:** Very satisfactory.

**DISEASE RESISTANCE:** Relatively tolerant, but not resistant to mildew. Excellent resistance to leaf rust and to the races of stem rust prevalent in the southeast.

**SEASON:** About two days later than Hardired; one week earlier than Fulcaster and Vahart.

**GRAINS:** Plump, horny, with high gluten content; excellent in milling quality.

**PRICES:** 1 to 16 bu., \$6.50 per bu.; 16 to 48 bu., \$6.25 per bu.; 48 bu. and up, \$6.00 per bu.

F.O.B. Hartsville, S. C., and Memphis, Tenn.

Photo on left: Bob Entzinger, our veteran salesman and grain expert, shows how much wheat an armful of Coker 47-27 really is. Right: Here you can see the erect, square heads of Coker 47-27 wheat with fully filled mesh and closely fitting, straw-colored glumes. Straw is stiff and storm resistant.







# *Coker's Pedigreed* **COASTAL WHEAT**

**1950 BREEDER'S REGISTERED SEED**

(Tested as Coker 45-21)

## **A New Variety for the Coastal Plain Section of the Southern Wheat Belt**

Coker's Coastal is a new variety of wheat which was offered our customers in limited quantities last year. It was selected in our breeding nursery from the cross: Frondosa x Redhart-Noll. The original hybrid material was supplied to us by Mr. J. W. Taylor, Senior Agronomist, Division of Cereal Crops and Diseases, U. S. Department of Agriculture, in the fall of 1940.

### **RESISTANT TO RUST—TOLERANT TO MILDEW**

Results of 10 years of testing and selection show that Coker's Coastal is a very productive variety with stiff straw, good resistance to both leaf and stem rust, and considerable tolerance to prevalent forms of mildew. Coastal grows somewhat taller than Redhart and Hardired, bears extra long and heavy heads, and in the Coastal Plains area has given excellent yields. Coastal produces rapid, vigorous early growth. In maturity, this wheat is about two weeks later than Redhart and one week later than Hardired. It is ripe about the same time as Leap, Thorne, or Fulcaster.

### **EXCELLENT TEST RECORD**

Yield trials at many locations show that Coker's Coastal, in the southeastern plains area, has given significantly better yields than any other variety. In 1945-46, Coastal led a Uniform Variety Test of 18 wheats grown at 9 stations in 5 southeastern states. This variety was top yielder at 4 of the 9 locations. Its average yield for all 9 locations was 33.7 bushels per acre, compared to 32.3 bushels for the second best yielder, which, incidentally, was a Coker selection of similar origin.

Owing to its lack of hardiness, Coastal is not recommended for sowing in the redlands of the Piedmont section. The variety seems to be sufficiently hardy for growing on the Coastal Plains of the Carolinas, Georgia, Alabama, Mississippi and Louisiana. Distribution of this variety should be definitely restricted to the Coastal Plains area.

As this catalog goes to the printer (late June), reports on our customer results with Coastal wheat have begun coming in. Yield records of from 30 to 35 bushels per acre are not uncommon—produced in spite of an unseasonably mild winter which resulted in a prevalence of mildew and rust.

### **DESCRIPTION**

**PLANT:** Vigorous, leafy early growth, good stooling, medium to tall in height. Resistant to leaf and stem rust; tolerant to mildew.

**STRAW:** Stiff, storm resistant, yellow color.

**HEADS:** Beardless, unusually large and long, bearing up to 4 grains per mesh; copper-colored glumes attached firmly enough to prevent shattering.

**YIELD:** Unexcelled in its area of adaptation.

**SEASON:** Medium late.

**GRAINS:** Large, plump, and of good milling quality.

**PRICES:** \$6.50 per bu., \$13.00 per bag.

F.O.B. Hartsville, S. C., and Memphis, Tenn.

On left: Long, heavy heads of Coastal wheat are reproduced here actual size. On right: The straw on Coker's Coastal is stiff, storm resistant and bright yellow in color. The plant makes a vigorous, leafy, early growth, stools well and is medium to tall in height.





## Coker's Pedigreed

# REDHART WHEAT

1950 BREEDER'S REGISTERED SEED

Among the earlier varieties of wheat available to Southern growers, Redhart has come to be, over a period of twenty-five years, the standard variety of its class. The popularity and general adaptability of Redhart over the southeastern wheat region is attested by fact that this variety covers nearly half a million acres.

### EXTRA EARLY MATURITY—STIFF, STORM RESISTANT STRAW

Redhart is early—two or three weeks earlier than Leap, Thorne, and Fulcaster, and a week earlier than Purplestraw and Sanford. Redhart has a stiff straw that enables it to stand until dead ripe for combine harvesting. The variety has good early growth, stools well, and the plants bear heads that are full, square and heavy. The glumes fit well about the kernels, giving shatter resistance. Redhart has no disease-resistance, but owing to its earliness, it usually matures a crop before leaf and stem rust begin to do widespread damage.

Where lespedeza is seeded on wheat in the spring, Redhart will clear the land early enough to allow good growth of the legume hay. We do not recommend Redhart for the higher Piedmont section where late spring freezes might occur when so early a variety is heading.

### DESCRIPTION

**PLANT:** Erect in type, broad leafed, good stooling.

**STRAW:** Stiff, storm resistant.

**HEADS:** Beardless, erect, square with 4 full rows of grain, cream to yellow glumes that fit snugly over grains, and reduce loss from shattering.

**YIELD:** Best of the Redhart Strains.

**SEASON:** Very early.

**GRAINS:** Plump, horny, high gluten content, high milling value.

**PRICES:** 1 to 16 bushels, \$5.50 per bu.; 16 to 48 bushels, \$5.25 per bu.; 48 bushels and up, \$5.00 per bu.

F.O.B. Hartsville, S. C., and Memphis, Tenn.

## Coker's Pedigreed

# VICTORGRAIN OATS

1949 BREEDER'S REGISTERED SEED

We have on hand a nice lot of Victorgrain oats produced during the 1949 season. They are of good germination and quality. In those areas where Victoria Blight (*Helminthosporium Victoriae*) is not a problem, this oat is producing excellent yields. It is highly resistant to leaf rust, to all known races of smut, has a good stiff straw and bright plump grain.

We recommend our 1949 Victorgrain oats for planting in the Piedmont and upper portions of the Southern Oat Belt. If planted further South, the following precautions should be taken:

1. Plant only seed treated with new improved Ceresan. (Our 1949 Victorgrain oats are treated.)
2. Plant on clean land that has not been in oats for one or two years, and preferably behind cotton.
3. Plant 2 to 3 weeks later than usual planting time, or shortly before average killing frost date.
4. Use adequate amounts of well balanced fertilizer, and top dress according to Experiment Station recommendations for your section.

**PRICES:** 1 to 16 bu., \$3.50 per bu.; 16 to 48 bu., \$3.25 per bu.; 48 bu. and up, \$3.00 per bu.

Prices F.O.B. Hartsville, S. C., or Memphis, Tenn.

These Oats Treated With New Improved Ceresan.

**OUR RESPONSIBILITY:** Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case do we give any warranty expressed or implied as to the productivity or performance of our seed.

**YOUR PROTECTION:** Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our O.K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O.K. tag under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official O.K. tag and Registered Trade Mark.

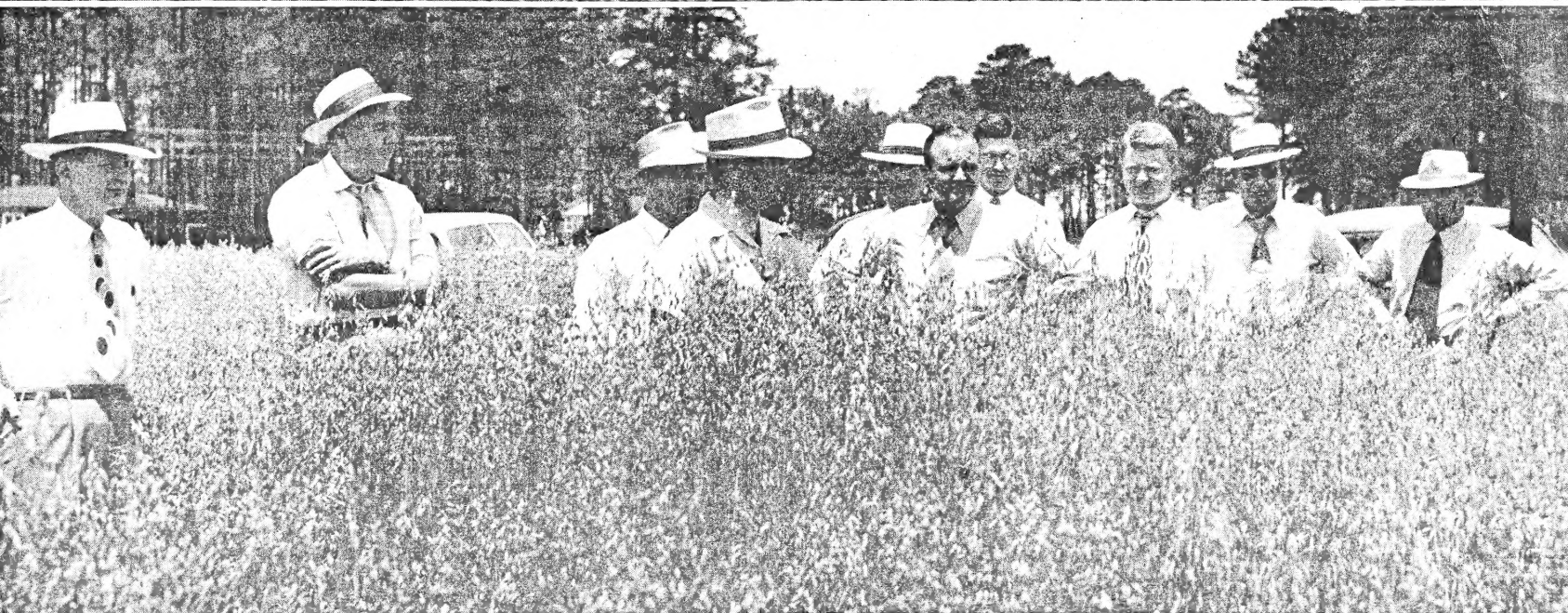
**OUR CLAIMS:** The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

**EFFECT OF GROWING CONDITIONS:** Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

**ONE PRICE POLICY:** Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists and pamphlets.

**COKER'S PEDIGREED SEED COMPANY  
HARTSVILLE, S. C.**





Top: Clemson College Extension Workers inspecting our small grain nursery. Center: State and District Supervisors of the South Carolina Department of Vocational Agricultural Education studying oat varieties on Coker Farms. Bottom left: Showing section of our grain breeding

nursery which is the most extensive of its kind in the country. Here more than 70,000 test rows are included. Right: S. J. Hadden, Plant Breeder in charge of our small grain program, inspecting disease resistant plants growing in greenhouse and inoculated with *Helminthosporium* and rust.



**COKER'S PEDIGREED SEED COMPANY**

DAVID R. COKER (1870-1938) FOUNDER



Hartsville, S. C.

*1950 Season*  
**COKER'S  
PEDIGREED  
FALL GRAINS**

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